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8 April 1958

MEMORANDUM FOR: Chief, Intelligence School

SUBJECT : Weekly Activities Report #15
1 - 8 April

1. Basic Management. Basic Management (GS 12-14) will begin on 14 April. Seventeen students are enrolled for the course.

2. General

Film Project. [redacted] visited Mr. George Gibson, Director of Audio-Visual Education at the Graduate School of Business Administration, Harvard University, on 4 April to discuss the production and use of filmed case histories in management training. Conclusions reached by the faculty and staff at Harvard and of primary interest to us include:

a. Filmed cases increase the effectiveness of case data presentation and have a significant effect in increasing the amount of valid and meaningful case discussion.

b. Short printed handouts of relevant data for study prior to the presentation of the film make the discussion more effective and valid. (Organization charts, cast of characters, statistics, etc.)

c. Filmed cases should probably not exceed 50% of the cases used in a course and may be most effective if held to about 20%.

d. In general, cases produced by an institution for its own purposes, though more expensive, have a better effect than those produced commercially or by other institutions for their purposes. However, some of the latter types can be made effective with careful editing.

e. The failure of a group of students to absorb, in some cases, more than 50% of the data presented in a film is an indication of a lack of ability to watch and listen and not an indication that the film medium is not a good conveyor of data.

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f. Taped conversations as well as film strips, both less expensive than movies, have value in generating discussion, but movies, because of the ability to convey more data more realistically, are better if of high technical quality.

From the above plus the viewing of several different types of films used at Harvard, we conclude that we are on the right track in our desire to produce our own films for use in management training.

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Harvard has no new films we can use, tho we & they are ^{already} using some of the same films — apparently we have already located & are using the best available. *CK*



Chief, Management Training Faculty

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